

Abstract of the Disclosure

**Disaggregated Databases For Tracking
Consumer Purchasing Data**

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There is disclosed a method and system for tracking purchasing data for an individual consumer of a product or service. The method includes assembling a database of purchasing data and preferences for an individual consumer, extracting the purchasing data and preferences from the individual database by a terminal device, analyzing the extracted purchasing data and preferences at a collection center, and communicating customized information to the individual consumer based on the analysis of the extracted purchasing data and preferences.

Attorney Docket No. 03628-0450